

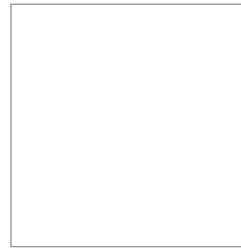
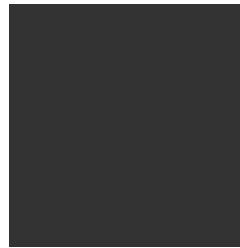
THE ACE PAINT COLLECTION

STYLE GUIDE 2024

JOB #: 1307688340

IN MARKET DATE(S): AUG 2024 - ONWARD

PRIMARY



GREY

CMYK

| | |
|---|----|
| C | 69 |
| M | 63 |
| Y | 62 |
| K | 58 |

RGB

| | |
|---|----|
| R | 51 |
| G | 51 |
| B | 51 |

HEX

333333

WHITE

CMYK

| | |
|---|---|
| C | 0 |
| M | 0 |
| Y | 0 |
| K | 0 |

RGB

| | |
|---|-----|
| R | 255 |
| G | 255 |
| B | 255 |

HEX

FFFFFF

ACE RED

CMYK

| | |
|---|-----|
| C | 0 |
| M | 100 |
| Y | 81 |
| K | 4 |

RGB

| | |
|---|-----|
| R | 227 |
| G | 25 |
| B | 55 |

HEX

e31937

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
Our standard price treatment remains the same throughout the quarter.

Headline

Roboto Bold Sentence case Optical Kerning - 40

Subhead

Roboto Regular Title Case Optical Kerning - 40

Subhead

Roboto Bold Sentence case Optical Kerning - 40

Body

Roboto Regular Sentence case Optical Kerning - 0

Messaging and paint can cuts
should be on Grey (#333333)
background

Starting at **\$29.99⁺**

With exceptional service and brands you can trust



Paint can cuts should be in the following order for all collateral:
Benjamin Moore Regal, Magnolia Home, Clark+Kensington and Royal

\$29.99 should never be placed
over Benjamin Moore and
Magnolia Home paint can cuts

LEGAL DISCLAIMER:

⁺At participating Ace stores, starting at
price on gallons of Royal interior wall paint.



ABOVE PHOTOGRAPHY IS NOT COMPREHENSIVE:

- Use any existing Ace paint enviro photography of finished rooms

[DOWNLOAD ASSETS](#)

Collateral Examples



Starting at **\$29.99⁺**

With exceptional service and brands you can trust



BUY THREE
GET ONE
FREE

1" Filtrete[®] 1000 Allergen Defense Air Filter
Assorted sizes available.
NO LIMIT.
Free item must be of equal or lesser value.



MIX & MATCH

*See page 8 for Ace Rewards Savings details. **Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description.

*At participating Ace stores, starting at price on gallons of Royal interior wall paint.

RED HOT BUYS VALID AUGUST 28-SEPTEMBER 30

SALE
2 FOR \$10.00⁺

Ace[®] Premium Spray Paint + Primer, 12 Oz.
Assorted colors and finishes.

MIX & MATCH
*MUST BUY
TWO OR MORE



SALE
2 FOR \$12.00⁺

Ace[®] Rust Stop Spray Paint, 15 Oz.
Assorted colors and finishes.

MIX & MATCH
*MUST BUY
TWO OR MORE



SALE
-\$2 ACE REWARDS
\$26.99

Zinsser[®] Bulls Eye 1-2-3 Primer, 1 Gal.
16890
Limit 2 at this price.
1 Qt. 16889...\$15.99 - \$1.00
Ace Rewards Exclusive.
You Pay \$14.99.
Limit 2 at this price.
Spray Primer, 13 Oz., 1368323...
\$8.99 - \$1.00 Ace Rewards
Exclusive.
You Pay \$7.99.
Limit 2 at this price.



ACE REWARDS
EXCLUSIVE*
**SAVE
INSTANTLY**
\$10

Cabot[®] Exterior
Stain, 1 Gal.
Assorted colors and
finishes.
Limit 4.



BUY ONE
GET ONE
**50%
OFF**

Select FrogTape[®] Multi-Surface Painter's Tape[®]

Assorted sizes.
1392232, 1392224, 1392216
Limit 2.
Discounted item must be
of equal or lesser value.



**20%
OFF**

Citristrip[®] Safer Paint &
Varnish Stripping Gel[™]



September Red Hot Buys

AM1

2240828ML, 01, Versions: CA, DS, FN, NR, NW, SO, TR



Starting at **\$29.99⁺**

With exceptional service and brands you can trust



**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description. +At participating Ace stores, starting at price on gallons of Royal interior wall paint.

October Red Hot Buys

AM1

**BUY ONE
GET ONE
50% OFF**

Select Bona® Cleaning Products**
NO LIMIT.
Discounted item must be of equal or lesser value.

**SALE
3 FOR \$12.00**

Mrs. Meyer's® Clean Day Dish Soap, Hand Soap or Multi-Surface Cleaner
\$4.00 each.

25% OFF

Select Moen & OakBrook Kitchen & Lavatory Faucets**

**YOUR CHOICE
SALE
\$13.99 each**

Flex Seal®, Flex Paste®, Flex Tape® or Flex Glue® Rubberized Sealants**
6406383, 6215107, 6665004, 6015026, 6018526, 6018525, 6238554, 6015027, 6205950, 6406391, 6664999, 6042982, 6715162, 6715171, 6004382, Flex Shot® Rubberized Caulk & Sealant, 6266985, 6266993...SALE *15.99 each.

**SALE
\$184.99**

Werner 16' Type II Aluminum Telescoping Extension Ladder, 225 Lb. Capacity
1062918
20' Aluminum Extension Ladder, 10226...SALE *234.99.

BUY MORE

Select Libman® Products**

**SAVE
\$5 OR \$10 OR \$15**

When You Spend \$25 on Select Libman® Products

When You Spend \$45 on Select Libman® Products

When You Spend \$65 or more on Select Libman® Products

Valid at acehardware.com, in the Ace mobile app, or at participating Ace Hardware stores 10/1/24 through 10/31/24. Not valid on prior purchases or on items that are part of an Ace Rewards Exclusive Savings® offer during this Buy More & Save promotion period. Discount will be allocated across all qualifying items. If merchandise is returned, customer will receive discounted price paid. Qualifying minimum purchase amount must be spent in a single transaction and is calculated minus discounts/coupons, rewards redemptions and taxes.



ESU POWER SNT1200 28 in. Two Stage 56 V Battery Snow Blower Kit (Battery & Charger) W/ TWO 7.5 AH
★★★★★ 1222 \$1,399.00 \$1,499.00

ESU POWER + Peak Power SNT2125AP 21 in. Single stage 56 V Battery Auger-Propelled Snow Blower
★★★★★ 88 \$949.00 \$999.00

Toro Power Clear 21 in. 21.2 cc Single Stage Gas Snow Blower Electric Start
★★★★★ 324 \$749.99

Toro Power+Peak Power SNT1211Z 21 in. Single stage 56 V Battery Snow Blower Kit (Battery & Charger)
★★★★★ 823 \$849.00 \$999.00

ESU POWER + Peak Power SNT2111Z 21 in. Single stage 56 V Battery Snow Blower Kit (Battery & Charger)
★★★★★ 232 \$699.00 \$799.00

ESU POWER + Peak Power SNT2111Z 21 in. Single stage 56 V Battery Snow Blower Kit (Battery & Charger)
★★★★★ 699.00



Starting at
\$29.99*
With exceptional service and brands you can trust
[SHOP NOW](#)



The Top Brands Under One Roof



More Reasons to Love Ace



YOU EARNED IT!
Check your rewards and offers.

[View Rewards](#)

September is National Childhood Cancer Month, see how Ace supports a young man and his battle

[Watch Video](#)

Everything To Know About Cabinet Painting

[Learn More](#)